

Hello everyone. The main focus of our message is going to be on **Analysing an Advertisement**.

**Purpose of advertising is to:**

- Persuade someone to buy a product.
- Discourage people from smoking.
- Encourage people to vote in an election.
- Announce events.
- Inform public about jobs or services that are available.

**Advertisements consist of:**

- **Logo**- *A visual design that is the official sign of a company or organisation e.g Nike Tick.*
- **Font**-*Style and shape of printed letters often for emphasis.*
- **Target Market**- *The people an advertisement wants to attract.*
- **Sound devices**-*Words chosen for the effect of their sounds e.g onomatopoeia and alliteration.*

**Ask learners to identify the**

- audience of the advertisement
- font and logo

**Learners should also analyse the effectiveness of the sound devices.**

Please refer to **NECT MATERIALS EFAL GRADE 8 TRACKER WEEK 9 TERM 3**